Business White Paper Series

AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

Current eBusiness Trends

An Aalpha Information Systems India Pvt. Ltd. Perspective

Need help energizing your enterprise computing needs?
Give us a call at +91-836-4251105,
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An Outsourcing Company

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CURRENT EBUSINESS TRENDS

eBusiness is more than a smart web presence or a slick, flash-driven shopping cart. This is a critical emergence of business worldwide, with many technologies entering the enterprise computing eco-system. With an astounding hype over internet business scope, droves of large and medium enterprises across the world realized woefully late the immaturity and driving need for a sensible strategy deployment.

But now, they have realized that for enduring competitive advantage, eBusiness initiatives have to cohere strongly with the overall business strategy and be driven by distinct set of objectives and measurement criteria. It is now that businesses are turning to enterprise eBusiness to enhance value for customers and increase operational efficiencies.

eBusiness's perspective of extending business performance on a transparent, distributed and high-speed platform like internet is today strongly established, fortunately.

EBUSINESS

It is important to understand that eBusiness does not claim primacy over the overall business strategy; in fact, it is a highly exciting corollary to it. There are several critical imperatives that drive the success of the eBusiness paradigm: growth of productivity, customer centricity, disintegration of organizational boundaries and velocity, with a delicate balance between the inward and outward orientation of the fundamental business processes and transactions.

It involves a deep strike at the traditional foundation of business organization, by demanding a reordering of process flow, supply and delivery chains for maximum flexibility.

It aims to:

- Provide the latest service and product intelligence and insight to enterprises as they choose
- Knit strongly together - customers, partners, suppliers, employees
- Deliver reliability and tremendous enhancements in enterprise computing for employees
- Offer ground-breaking communication and collaboration potential for global commerce networks
- Reduce expenditures and elevate margins, thus profitability

IMPACT AREAS

eBusiness impacts almost all salient parts of an enterprise in a significant, transformational way. Ranging from internal business systems like CRM, ERP, EIP, HRM, KM, workflow & document systems, process control and internal transaction processing. Enterprise collaboration and communication undergo tremendous progress with e-mail, voice mail, discussion forums, chat systems, data conferencing – especially collaborative work systems.

With an extended scope like never before, enterprises can extend this new computing and communication power to all, or limited/ designated user groups as they choose, for electronic commerce and transaction processing.

In order to be successful, enterprise eBusiness applications must support all product types, channel partners, customers, and selling processes seamlessly.

Only then customers, employees, partners and suppliers stand to gain.

PRIORITIES

The key to success, in implementing a crucial initiative like eBusiness development, is to aim for the maximum business value with the minimum cost. Informed enterprise IT managers need to realize the criticality of this effort and must align application development and operations primarily with the needs and priorities of the business.

Role of Enterprise IT Managers

They must seek augmented effectiveness and risk mitigation in new project and application technology delivery to the enterprise business goals. This demands control over complexities – in changing business landscape, application environments, project management etc. They would do well to establish and focus on certain important parameters driving the eBusiness priorities in the enterprise like business impact, business urgency, technical complexity, efficiency planning, change management and organizational readiness.

They must note the user experience and technographical issues to manage since most enterprise end users have no knowledge of basic information access techniques, leave alone proximity with the advanced, web-based technologies.

They need to be responsible for tactical maintenance of systems and initiatives, monitoring the key metrics, and effecting changes to meet business needs as they arise. They need to contribute strategically to the future roadmap of the enterprise computing landscape.

MAJOR CHALLENGES

Commendable service levels, measurable ROI and risk mitigation are essential objectives that drive any eBusiness development project, for enterprise business managers rely on information technology to deliver competitive advantages. They demand improved customer service and highly integrated information overview from across the enterprise to contribute to higher business expediency.

Enterprise IT managers need to focus on:

- Adapting to the changing technology paradigms
- New generation development methodologies
- Controlled implementations on safeguarded infrastructure

CURRENT TRENDS

Whether it is B2C (business to consumers), B2B (business to business), or traditional back-end, new age applications are proving their effectiveness in analyzing business conditions, streamlining operations, fostering customer relations and predicting business outcomes.

Major aspects taking the technology landscape by storm are **application servers, advanced content management systems, and enterprise integration projects**, aided hugely by **open source frameworks**.

As eBusiness has taken hold of imagination across the enterprise world, there is a rapid evolution underway in the different associated domains and technologies.

Key technology focus areas today include:

- Portals—standard browser-based vehicles to deliver critical enterprise information.
- Wireless—Full-time access to production business systems for mobile employees and customers.
- Web Services—Integrating enterprise systems for advanced mobility for the enterprise

Collaboration is here to stay

Collaboration is today a necessity in business, and eBusiness development has become strongly embedded in the service oriented architectures that provide access to legacy systems in enterprises to speed up front end functionality and partner coordination.

JUDICIOUS OUTSOURCING IS KEY

Development and consulting partnerships that straddle business insight and technology domains will deliver the right results for any forward looking enterprise about to embark on the challenge of implementing the eBusiness paradigm in its enterprise operations. The right technology development partner will help manage the development process and provide the desired –

- Aligns the project milestones with the business goals – giving optimal business value
- Integrates technology progress with organizational operations – for better information effectiveness
- Manages the entire project – conception through maintenance – providing lowered risk, rationalized costs and minimal complications

Such crucial enterprise computing initiatives will approach success only when strong partnering and communication are ensured between the business and IT constituents in this incidental eco-system.

AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

Aalpha Information Systems India Pvt. Ltd. provides development, customization and integration services in enterprise applications, eCommerce and mobile solutions, to companies of all sizes.

Meet your Deadline/ Improve your Bottom-line
With our expertise in a wide range of technologies and industry-specific competencies, you will realize the true value of software solutions - aligned to your business goals, and deployed just when you require them. Put simply, our business processes deliver cutting edge results.

Accelerate your technology ROI.
To help you achieve this, we develop, deploy, and host customized, scalable technology solutions that integrate seamlessly into our customers' existing environment. We pride ourselves on the fact that almost all our customers have experienced a faster time-to-market and an attractively low total cost of ownership.

Global Intellect + Local Advantages (Cost)
Welcome to a brand new global technology partner. We sustain relationships with major international corporations and engaging partnerships with leading application vendors. We build capabilities and specialized expertise in different domains across a huge range of geographies across the world.

Action + Intelligence + Expertise
Aalpha Information Systems India Pvt. Ltd. is that unique consulting partner with whom you can understand past results, identify trends and plan for the future. With great confidence, and deep assurance. We give you the much-needed release from technology pinpoints, powering your processes and moving your information to the edge of effectiveness. **Go ahead.**

Proven enterprise scale capability
Aalpha Information Systems India Pvt. Ltd. rests strongly on the foundation of proven mission-critical solution deployments and rapid development cycles to meet intense milestones. This comes from working for and adapting to some of the most demanding industry leaders across the world. Our technologists and consultants offer extensive experience in building e-business and mobile computing solutions, as well as an exciting array of horizontal business functions.

Extra-ordinary breadth, solid solution bandwidth
With its comprehensive IT skills and capabilities, Aalpha Information Systems India Pvt. Ltd. offers and manages groundbreaking software solutions spanning a range of technology platforms. We use modern software development platforms, software development tools as well as latest project management techniques and software engineering practices.

Consider this: Our excellence is evident from highly satisfied and repeat customers across the world for areas like Enterprise Solutions, E-Commerce Portals (B2B and B2C), M-Commerce Applications, ASP Portals, Client Server business applications and product development.

ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

India Advantage : Aalpha Leverage
On Demand access to experienced technology intellect
Leading edge offshore project management
Advanced project management and application testing frameworks
Deep, versatile domain knowledge
Quality processes, proven methodologies
State of the art 24 X 7 secure, risk free development facility in India
Assured Smart Economy – low overall cost and higher ROI
Satisfied customers across USA, Europe, Australia and Asia

Stretch your Technology ROI with our Flexibility
With Aalpha Information Systems India Pvt. Ltd., you enjoy smart control and progress overview of the project in development while experiencing reduced overheads and technology issues. We provide versatile project delivery models – fixed price, time and material, variable, hybrid and dedicated development/ competency center models – **to suit any, and every, requirement.**

Knowledge leadership @ Aalpha

An emerging new world leader in high performance Outsourcing solutions, Aalpha Information Systems India Pvt. Ltd. boasts of an exceptionally talented intellectual base: scores of product/ technology/ platform specialists with a wide ranging expertise and insight into many industries.

We are powered by ideas, backed by solid intellect. For every project, we target full performance of technology for business needs, and always deliver a connected, high touch commitment - **even beyond the development lifecycle.**

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